Entering Santa Rosa, New Mexico tourists pass this historical marker. Santa Rosa on U. S. Highways 66 & 54 was founded in 1865 and has an Altitude of 4.616 ft. Located in the grama grass country, on the Pecos River. Its main business is livestock.

Pub. by Baxter Lane Co., Box 175, Amarillo, Texas

PLACE
STAMP
HERE
39399

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SANTA ROSA
Founded 1865
Pop.
Elev. 4,600
The Spanish explorer Antonio de Espejo passed through this area in 1583, following a centuries-old trail blazed by Comanche Indians seeking buffalo herds. The first settlement here was called Agua Negra Chiquita (Little Black Water) and sprang up after Don Celso Baca, a rancher from Mexico, brought cattle to the area in 1865.